



**2012**

**Energy Optimization  
Program**

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**Custom Application**

**Application Due Date: March 31<sup>st</sup>, 2012**

# City of Marshall

## Energy Optimization Program

### Custom Application

#### Instructions for Use:

For complete Instructions, please refer to the Terms and Conditions

**Step 1: Submit Completed Application for Approval:** Written approval (notice to proceed) must be obtained by the City of Marshall before purchase or installation of new equipment or systems. The following checklist will help you identify needed information to ensure quick analysis and approval of your application. Direct inquiries to 269.781.3985.

- Describe the project in one-or-two paragraphs
- List all known factors, assumptions and issues in calculations you provide for kW and kWh energy savings.
- Provide clear and logical step-by-step calculations detailing the estimated energy savings.
- Show all units in the calculations
- Provide a copy of the vendor proposal showing pricing detail.
- Spreadsheets are accepted and encouraged; however, state calculation methodologies separately and clearly.

**Step 2: Determine Eligibility:** Equipment must be new and proposed to be installed in a facility which is a City of Marshall electric customer.

**Step 3: Install Equipment.** New equipment must be installed and old equipment removed within 120 days of incentive approval.

**Step 4: Attach the following documentation with your completion form:**

- Itemized invoices including costs for equipment and installation labor.
- New equipment specification sheet(s).

**Step 5: Mail completed paperwork to :** City of Marshall  
Energy Optimization Program  
323 W. Michigan Ave.  
Marshall, MI 49068

## Custom Application

Customers Information ( Please Print)																													
Name of Business	Phone	E-mail Address																											
Mailing Address	City	State	ZIP Code																										
Installation Address	City	State	ZIPCode																										
Utility Account Number	Hours of Operation:	Is this a 24-hour facility? Yes                  No																											
Building Use - Please Check One: <table style="width: 100%; border: none;"> <tr> <td><input type="checkbox"/> Office</td> <td><input type="checkbox"/> Retail</td> <td><input type="checkbox"/> Warehouse</td> <td colspan="2"><input type="checkbox"/> Grocery/Supermarket</td> </tr> <tr> <td><input type="checkbox"/> Manufacturing</td> <td><input type="checkbox"/> Lodging</td> <td><input type="checkbox"/> Restaurant</td> <td colspan="2"></td> </tr> <tr> <td><input type="checkbox"/> School:    <input type="checkbox"/> Elementary/Secondary</td> <td></td> <td><input type="checkbox"/> Healthcare:</td> <td colspan="2"><input type="checkbox"/> Clinic</td> </tr> <tr> <td><input type="checkbox"/> College</td> <td></td> <td></td> <td colspan="2"><input type="checkbox"/> Hospital</td> </tr> <tr> <td><input type="checkbox"/> Other/Miscellaneous</td> <td colspan="4"></td> </tr> </table>					<input type="checkbox"/> Office	<input type="checkbox"/> Retail	<input type="checkbox"/> Warehouse	<input type="checkbox"/> Grocery/Supermarket		<input type="checkbox"/> Manufacturing	<input type="checkbox"/> Lodging	<input type="checkbox"/> Restaurant			<input type="checkbox"/> School: <input type="checkbox"/> Elementary/Secondary		<input type="checkbox"/> Healthcare:	<input type="checkbox"/> Clinic		<input type="checkbox"/> College			<input type="checkbox"/> Hospital		<input type="checkbox"/> Other/Miscellaneous				
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Fuel Type for Space Heating: <table style="width: 100%; border: none;"> <tr> <td><input type="checkbox"/> Natural Gas</td> <td><input type="checkbox"/> Electric</td> </tr> <tr> <td><input type="checkbox"/> LP (Propane)</td> <td><input type="checkbox"/> Oil</td> </tr> <tr> <td><input type="checkbox"/> Other</td> <td></td> </tr> </table>					<input type="checkbox"/> Natural Gas	<input type="checkbox"/> Electric	<input type="checkbox"/> LP (Propane)	<input type="checkbox"/> Oil	<input type="checkbox"/> Other																				
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<input type="checkbox"/> Other																													
How did you learn about the program? <table style="width: 100%; border: none;"> <tr> <td><input type="checkbox"/> My Utility</td> <td><input type="checkbox"/> Utility website</td> <td><input type="checkbox"/> Newspaper</td> <td colspan="2"><input type="checkbox"/> Community event</td> </tr> <tr> <td><input type="checkbox"/> Mail/Bill insert</td> <td><input type="checkbox"/> Contractor</td> <td><input type="checkbox"/> Other</td> <td colspan="2"></td> </tr> </table>					<input type="checkbox"/> My Utility	<input type="checkbox"/> Utility website	<input type="checkbox"/> Newspaper	<input type="checkbox"/> Community event		<input type="checkbox"/> Mail/Bill insert	<input type="checkbox"/> Contractor	<input type="checkbox"/> Other																	
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Contractor Information																													
Name of Installing Contractor (if applicable)	Address, City	State	Phone																										
Certifications and Signature																													
Directions for submitting energy savings estimates. On a separate sheet(s) of paper, please: <ul style="list-style-type: none"> <li>Describe the projects in one-or-two paragraphs</li> <li>List all known factors, assumptions and issues in any calculations you provide for kW kWh energy savings.</li> <li>Provide clear and logical step-by-step caculations detailing the estimated energy savings.</li> <li>Show all units in the calculations</li> <li>Provide a copy of the vendor proposal showing procing detail.</li> <li>Spreadsheets are accepted and encouraged; however, state calculations methodologies separately and clearly.</li> </ul>																													
<b>Estimated Project Savings</b>																													
Measure Description(e)	Demand(KW)	Annual Energy\$(a)	Total Savings	Measure Cost\$(b),(c),(d)																									
1																													
2																													
3																													
4																													
Totals:																													
a. All savings resulting from the project, to include - but not limited to - savings from energy reduction, maintenance, etc. b. Measure cost is either the cost to remove/replace existing operational equipment, or it is the incremental cost to upgrade non operational equipment from standard efficiency to high efficiency equipment. See instructions for additional information. c. Costs itemized by measure are required. d. Include labor costs. e. Measure refers to specific energy efficient project components. Examples would be "chiller replacement", "energy efficiency lighting conversion" etc.																													



# Custom Application

## Terms and Conditions

1. **Pre-approval requirements:** All custom efficiency projects require written approval (notice to proceed) by the City of Marshall before the customer takes any steps to purchase or install new equipment or systems. To qualify for an incentive, the approval date must precede any and all of the following: Purchase order date, equipment order dates, equipment ship date, invoice dates. Once approved, the applicant has 120 days to complete the project and submit an incentive application. Failure to complete the project within 120 days may result in loss of incentive payment. Written extensions may be granted contingent on scope, complexity and equipment lead time.
2. **Incentive Offer:** Projects must be implemented (completed) by December 31, 2012. Custom incentives will not be provided for projects with less than a 2-year simple payback or greater than a 7-year simple payback. Custom incentives are provided to cover no more than 40-percent of a project's cost and a maximum of \$7,500. This amount may be exceeded upon committee approval. Projects that are eligible for the prescriptive program do not qualify for the custom program. An original, signed application and invoices for materials and labor must be mailed to City of Marshall within **30 calendar days of installation (completion)**. Please keep a copy for you records.
3. **Proof of Purchase:** This application must have complete information and be submitted with **1) an invoice itemizing the new equipment purchased and 2) the manufacturer (OEM) specification sheets**. The invoice must indicate date of purchase, size, type, make, model and total project cost.
4. **Energy Savings:** Projects must result in reduced electric energy use due to improvement in the system efficiency; control upgrades may also qualify. Reduced electric use resulting from peak shaving, demand limiting, fuel switching, renewable energy, or operating schedule changes does not qualify.
5. **Compliance:**
  - a. All projects are expected to comply with federal, state, and local codes.
  - b. All equipment must be new or retrofitted with new components per the program specifications. Used or rebuilt equipment is not eligible for incentive. Existing equipment must be removed or permanently disconnected.
  - c. Equipment must meet specification requirements and be purchased and operating prior to submitting an incentive application.
  - d. Only one incentive will be granted for each project.
  - e. All projects must be a retrofit / replacement in existing building (not available for new construction).
  - f. If the project is in a leased building, the term of the lease must be at least five (5) years.
6. **Payment:** Once completed paperwork is submitted, incentive payments are usually made within **30** calendar days. Incomplete applications will delay payments or result in denial of application approval. The City of Marshall reserves the right to refuse payment and participation if the customer or contractor violates program terms and conditions. The City of Marshall must receive 100% of the energy savings for the rated life of the product(s) or for the period of three (3) years from receipt of rebate, whichever is less. If you do not provide the energy savings, if the facility in which the installed projects are located closes or ceases operation within the three (3) years from receipt of rebate or if you cease to be a customer of the City of Marshall during the three (3) years, you shall refund a prorated amount of rebate dollars based on the time installed.
7. **Inspection:** All projects require pre-inspections and post-inspections.
8. **Publicity:** The City of Marshall reserves the right to publicize your participation in this program.
9. **Program Discretion:** Incentives are available upon the committee discretion. This incentive is subject to change or terminate without notice at the discretion of The City of Marshall.
10. **Logo Use:** Customers or allies may not use The City of Marshall name or logo in any marketing, advertising, or promotional material without written permission.
11. **Disclaimers:** The City of Marshall
  - a. *Does not endorse any particular manufacturer, product, labor or system design by offering these programs;*
  - b. *Will not be responsible for any tax liability imposed on the customer as a result of the payment of incentives;*
  - c. *Does not expressly or implicitly warrant the performance of installed equipment or contractor's quality of work (contact your contractor for detailed warranties)*
  - d. *Is not responsible for the proper disposal/recycling of any waste generated as a result of this project;*
  - e. *Is not liable for any damage caused by the installation of the equipment or for any damage caused by the malfunction of he installed equipment.*
12. **Eligibility:** These incentives are offered by the City of Marshall for electric customers only. For questions regarding eligibility please call **269.781.3985**.